

Begin forwarded message:

**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>  
**Subject: Re: Larchmont utility boxes**  
**Date:** November 6, 2015 at 3:11:36 PM PST  
**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>  
**Cc:** "Ma'ayan Dembo" <[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)>, Heather Boylston <[heather@h-rpr.com](mailto:heather@h-rpr.com)>, Tom Kneafsey <[tom@metropolitanholding.com](mailto:tom@metropolitanholding.com)>

Super!

We have some graphic designers that we can recommend if you need assistance creating the flyers.

Thank you!

On Fri, Nov 6, 2015 at 1:04 PM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thank you and yes we have approval to move forward on everything.

Rebecca Hutchinson  
Cell: [\(323\) 646-6406](tel:(323)646-6406)

On Nov 6, 2015, at 11:13 AM, carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca,

Here is an example of other fliers that were created and branded to fit this District.

To answer your question, YES - we would go back to the drawing board or solicit specific artists that we like in this case!

Best!

On Thu, Nov 5, 2015 at 2:54 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.

One question that came up: what if our board doesn't like any of the

submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd.  
Los Angeles, CA 90004  
<http://www.h-rpr.com>



On Nov 4, 2015, at 1:48 PM, Ma'ayan Dembo  
<[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!



**Rebecca Hutchinson** / President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 3, 2015, at 3:03 PM, carmen zella  
<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented. [Here](#)

How are these dates?

The timeline would go as follows:  
Submission deadline - December 8th  
Selection decided by - January 10th  
Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, [Heather@h-rpr.com](mailto:Heather@h-rpr.com) <[heather@h-rpr.com](mailto:heather@h-rpr.com)> wrote:

I think you covered it all, Rebecca. Thanks



**Heather Duffy Boylston** / President + CEO, Odd Days  
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village? \***

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!  
Rebecca



**Rebecca Hutchinson**/ President + CEO, Even Days

[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com) / [323.646.6406](tel:323.646.6406)

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On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo  
<[maayan@doartfoundation.org](mailto:maayan@doartfoundation.org)> wrote:

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:  
Submission deadline - November 18th  
Selection decided by - November 25th  
Installation finished by - December 23rd

Thank you very much,  
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Wonderful, thanks! And you will send us an invoice, right?



**Rebecca Hutchinson**/ President + CEO, Even Days

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On Oct 28, 2015, at 11:46 AM, carmen zella  
<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for Larchmont

Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Hi - Here's the signed agreement.

Begin forwarded message:

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**From:** carmen zella <[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)>

**Date:** October 23, 2015 at 2:51:06 PM PDT

**To:** Rebecca Hutchinson <[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)>

**Subject: Re: Larchmont utility boxes**

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson  
<[rebecca@h-rpr.com](mailto:rebecca@h-rpr.com)> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont  
Village BID (the “village” is missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

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<[carmen@doartfoundation.org](mailto:carmen@doartfoundation.org)> wrote:

<DOART\_DealMemo\_LarchmontUtilityBoxes.pdf>

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*"A little inspiration goes a long way"*

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**310.406.5055**



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<doc02111220151027152622.pdf>

<Larchmont\_PanelArt\_052913b.tiff>

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<LVBID\_Logo\_012314\_FINAL.png>

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<SVBID Utility Box Art - Call for Artists V4.jpg>

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